



National Flea Week 21 – 25 November 2011

National Flea Week is a call on all pet owners to show their support and appreciation for their pets by joining other South African pet owners in conducting their own Flea Pet Checks during the week of 21 – 25 November 2011.

The week of 21 – 25 November 2011 sees the launch of National Flea Week in South Africa. This pet friendly initiative, supported by Merial, manufacturers of FRONTLINE® and FRONTLINE® Plus, aims to raise awareness of the unnecessary suffering pets experience when riddled with fleas, to encourage pet owners to adopt a regular checking regime and to implement useful tips and hints on how to keep homes flea free.

Regularly checking for fleas and ticks is vital for your pet's well-being and essential to keeping your entire family safe from the constant threat of flea or tick-borne illnesses and diseases, which range from mild skin irritation, itching and scratching to more severe symptoms such as pet hair loss, infected skin sores and anemia due to blood loss caused by large amounts of fleas feeding on the animal. Animals infected with ticks face a more deadly threat, Biliary.

Anthony Crossley, marketing manager at Merial advises pet owners to conduct regular flea checks and to apply a registered flea and tick treatment every 4-6 weeks, especially with summer approaching, creating a perfect breeding environment for fleas. Crossley also advises using a product that works on both the adult fleas on your pet as well as flea eggs, larvae and pupae (ask your vet for advice) along

with regular housekeeping to keep your home flea free, since adult fleas on a pet is a major concern the biggest problem is flea eggs, larvae and pupae in the home.

Pet owners are encouraged to step-up their housework and to conduct regular Flea Pet Checks to keep their homes free from fleas and their pets healthy. Visit www.nationalfleaweek.co.za to download instructions on how to conduct your own Flea Pet Check at home, and access top tips to keep your pets and your home flea-free all year round.

If your pets are already suffering due to a tick or flea infestation, visit your vet, who will be able to recommend an effective and gentle tick and flea product suitable for the weight and size of your pets.

For more information on National Flea week visit www.nationalfleaweek.co.za or visit frontlineplus.co.za or call 0860 MERIAL 0860 637 425.

Would you like a monthly **Frontline® Plus** treatment reminder via SMS or email?

SMS the word **FRONTLINE** to: 32287(R1 per SMS) or send an email to frontline@9-99.co.za

You will be reminded monthly -from the date that you send your SMS or email

NOTE TO EDITOR

Frontline®Plus, the world's most trusted tick and flea protection product for dogs and cats, provides effective and long-lasting protection. It contains the active ingredient fipronil (to kill adult fleas and ticks) and S-Methoprene that prevents fleas from breeding. It is only obtainable from veterinary outlets.



MERIAL HELPLINE: 0860 MERIAL 0860 637425
FRONTLINE® PLUS DOGS Reg. No. G2999 Act 36/1947
Composition: Fipronil 10 g; (S)-methoprene 9 g/100 ml.
FRONTLINE® PLUS CATS Reg. No. G3000 Act 36/1947
Composition: Fipronil 10 g; (S)-methoprene 12 g/100 ml.
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Ends

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